

# Mineral County Community Health Improvement Plan (CHIP): 2011-2016

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## EXECUTIVE SUMMARY

We are pleased to provide you with the Community Health Improvement Plan (CHIP), a combined effort of the work of the Mineral County Healthy County Coalition (MCHCC) with the Mineral County Health Department. The MCHCC is made up of a group of committed representatives from a cross section of health-focused community leaders, representing public health, private healthcare, mental health and other disciplines. Mineral County Health Department – with funding from HB 173 - was charged with the task of completing a broad range of assessments, to help develop a ‘real-time snapshot’ of the county’s health status – the Community Health Assessment (CHA). The Version 3.0 of the CHA for Mineral County is available from the Mineral County Health Department. The plan identifies several health related issues that adversely impact the health of the community, the quality and years of life of Mineral County citizens and also identifies which demographic groups are at higher risks. This plan not only provides us with a snapshot of the current health status of the community, it leads us into providing solutions for improving the health status of our community. These improvements will be spearheaded by the Coalition and health and human service organizations.

If you are interested in joining this Coalition – please contact the MCHD at 822-3564. To view a copy of the CHA – please visit our website at:

<http://www.mineralcountyhealth.com/>

Mineral County Healthy County Coalition (MCHCC) and Mineral County Health Department (MCHD) worked together to conduct a Community Health Assessment (CHA) and to develop a five year plan for improving the health of Mineral County residents. Health data and community perceptions were reviewed and three priority health problems were identified as being most significant in terms of affecting the quality and years of life of Mineral County residents.

The three priority issues identified are: 1.] Obesity – across genders, all ages and economic levels (obesity rates 3 – 10 times higher than the national incidence); 2.] Income/poverty levels (22% on MC citizens on Medicaid – 17.1% - compared to MT of 14%) and 3.] Substance abuse.

The team then worked to develop plans related to the three problems. They assessed existing resources, chose Healthy People 2020 objectives to focus on, and reviewed effective strategies for programming. The five year plans include an overview of the problem, outcome and process objectives, strategies, and evaluation methods. Below are the *priority health problems* and an overview of how the MCHCC will work to address the problems.

The Team identified the need to focus resources on one priority issue at a time: [1.] Obesity – July 2011 – June 2013; [2.] Poverty – July 2013 – June 2014 and [3.] Substance abuse – July 2014 – 2015. There will be some cross-over of efforts as these target priorities are integrated within the *determinates of health* and when considering the county’s *eight subsystems* (recreation, education, policies and politics, safety and transportation, economy, physical environment, communication and health and social services).

<b>ISSUE – Priority # 1</b>	<b>OBESITY</b>
<p><b>Goal:</b> Reduce the prevalence of obesity among the population through improved nutrition programs</p>	<p><b>Outcome Objectives/Indicators:</b></p> <ul style="list-style-type: none"> <li>• Reduce the number of school age children with a Body Mass Index indicator of obesity</li> <li>• Create school breakfast, lunch and snack policy that reflects healthy food choices and lifestyle changes</li> <li>• Create “Health Minded” restaurants and grocery stores</li> <li>• Increase the intake of fruits and vegetables among all populations in Mineral County</li> <li>• Decrease the intake of high fat and processed, “ready made” foods</li> </ul>

<p><b>Risk Factor:</b></p> <ul style="list-style-type: none"> <li>• Unhealthy diet</li> <li>• Lack of education/health literacy</li> <li>• Poor eating habits</li> <li>• Lifestyle of food centered activities</li> <li>• Lack of understanding about detrimental health outcomes associates with obesity</li> <li>• Low income/socio-economics</li> </ul>	<p><b>Impact Objectives:</b></p> <ul style="list-style-type: none"> <li>• Increase the number of restaurants, grocery stores and school cafeterias offering healthy choices</li> <li>• Increase the number of community groups, including hospitals and government agencies developing policies on healthy snacks/workplaces</li> <li>• Increase the number of families engaging in healthy food choices at home</li> <li>• Increase the number of low cost/free cooking, budget, shopping classes</li> <li>• Increase education and understanding of obesity and food awareness through programs for low income families/individuals</li> </ul>
<p><b>Direct Contributing Factors:</b></p> <ul style="list-style-type: none"> <li>• Lack of knowledge</li> <li>• Lack of education</li> <li>• Poor eating habits</li> <li>• Lifestyle of food centric activities</li> <li>• Lack of time to prepare healthy meals</li> <li>• Income</li> <li>• Lack of alternative choices for food purchase</li> </ul> <p><b>Indirect Contributing Factors:</b></p> <ul style="list-style-type: none"> <li>• Low access to wholesome foods</li> <li>• Easy access to calorie-dense non-nutritious foods</li> <li>• Shelving of unhealthy foods to target children</li> <li>• Food as coping mechanism</li> <li>• Role models, i.e. Healthcare</li> </ul>	<p><b>Suggested Intervention Strategies:</b></p> <ul style="list-style-type: none"> <li>• Increase the awareness and knowledge of the benefits of good nutrition for all County residents throughout the lifespan</li> <li>• Improve consumers' perceptions regarding the value of healthy food choices, especially for children</li> <li>• Develop/advocate for policies in schools, community agencies, senior programs, workplaces, hospitals, and government agencies consistent with good nutrition and healthy people</li> <li>• Advocate for expanded nutrition education in schools and other community settings</li> <li>• Increase knowledge and skills among groups needed to purchase, prepare and consume healthy foods</li> <li>• Advocate for shelving, placement and advertising policy that promotes healthy food choices</li> <li>• Increase awareness of sources of credible nutrition information and criteria for determining credibility, authentic voices, key leaders, etc.</li> <li>• Advocate for incentive based programs that encourage consumers, employees, students to make healthy food choices</li> <li>• Increase awareness of programs and resources providing access to healthy food choices, farmers markets, co-ops, community food gardens, community farms, community gathering</li> </ul>

professionals/teachers/leaders who are obese <ul style="list-style-type: none"> <li>• High Chronic illness and disability rate</li> </ul>	
<b>Resources Available:</b> <ul style="list-style-type: none"> <li>• Health Department, Hospital, RN's</li> <li>• Government nutrition programs/websites</li> <li>• City summer lunch program</li> </ul>	<b>Barriers:</b> <ul style="list-style-type: none"> <li>• Cost</li> <li>• Time</li> <li>• Lack of education/knowledge</li> <li>• Community conditions and attitudes that are conducive to unhealthy/overeating-food centric populations</li> </ul>

<b>ISSUE – Priority # 2</b>	<b>Unemployment</b>
<b>Goal:</b> Reduce the prevalence of unemployed/low income individuals among the population through improved education, community conditions and programs	<b>Outcome Objectives/Indicators:</b> <ul style="list-style-type: none"> <li>• Increase the number of individuals working in Mineral County</li> <li>• Increase the percentage of people achieving their diploma, GED and college degrees</li> <li>• Reduce the number of people receiving unemployment benefits and State financial assistance</li> <li>• Create infrastructure to support jobs</li> <li>• Increase employment opportunities</li> <li>• Capitalize on available employment resources-recreation, tourism, Natural Res.</li> </ul>

<p><b>Risk Factor:</b></p> <ul style="list-style-type: none"> <li>• Generational poverty</li> <li>• Lack of education</li> <li>• High incidence of mental health problems</li> <li>• Disability rates</li> <li>• Lack of adequate care and rehabilitation</li> <li>• Low income/socio-economics</li> </ul>	<p><b>Impact Objectives:</b></p> <ul style="list-style-type: none"> <li>• Increase the number of businesses willing to hire individuals</li> <li>• Increase the number of community groups focused on job creation and career education</li> <li>• Increase the number of families engaging in school activities, graduation goal planning and further education training applications</li> <li>• Increase the number of low cost/free GED, scholarship and financial assistance classes</li> <li>• Increase education and understanding of importance of education for job creation through programs for low income families/individuals and unemployed</li> <li>• Increase eligible workforce through rehabilitation services to lower disability rates</li> <li>• Increase ride share, mass transit to and from areas with job opportunities</li> </ul>
<p><b>Direct Contributing Factors:</b></p> <ul style="list-style-type: none"> <li>• Lack of knowledge</li> <li>• Lack of education</li> <li>• Lack of community focus on education and job creation</li> <li>• Lifestyle of public assistance living</li> <li>• Lack of motivation to work</li> <li>• Easy access to low income housing and public assistance</li> <li>• Lack of jobs</li> <li>• High disability rates</li> <li>• High rated of retirees and snow-birds</li> </ul> <p><b>Indirect Contributing Factors:</b></p> <ul style="list-style-type: none"> <li>• Low access to continuing education, adult education, vocational training and GED courses</li> </ul>	<p><b>Suggested Intervention Strategies:</b></p> <ul style="list-style-type: none"> <li>• Increase the awareness and knowledge of the benefits of education for all County residents throughout the lifespan</li> <li>• Improve community conditions to make unemployment the exception not the norm</li> <li>• Develop/advocate for a decrease in low income/Section 8 housing and focus instead on low interest mortgages, rent incentives, etc.</li> <li>• Advocate for expanded job training centers, continuing and adult education programs, vocational courses and certificate training.</li> <li>• Increase knowledge and skills among groups to expand business and job creation by focusing on Mineral County resources</li> <li>• Advocate for transportation services that provide regular and accessible service to nearby towns that have job opportunity</li> <li>• Increase awareness of sources of credible infrastructure strategies to build foundation for job creation</li> <li>• Advocate for incentive based programs that encourage individuals to rehabilitate and stop receiving disability/unemployment and other</li> </ul>

<ul style="list-style-type: none"> <li>• Transient population</li> <li>• Community conditions accepting of unemployment</li> <li>• High rates of mental health issues</li> <li>• High rates of substance abuse</li> <li>• High Chronic illness and disability rate</li> <li>• Low access to transportation, long distances between populated areas and job centers</li> </ul>	<ul style="list-style-type: none"> <li>public assistance</li> <li>• Increase awareness of programs and resources providing access to jobs, training and transportation</li> </ul>
<p><b>Resources Available:</b></p> <ul style="list-style-type: none"> <li>• Schools</li> <li>• Hospital Rehab programs and physical therapy</li> <li>• City, County, State Government funding and programs aimed at infrastructure, job creation and education</li> <li>• Recreational lands and opportunities</li> <li>• Natural Resources</li> <li>• Proximity to Missoula</li> <li>• Chamber of Commerce</li> <li>• Community Councils</li> <li>• Internet access</li> </ul>	<p><b>Barriers:</b></p> <ul style="list-style-type: none"> <li>• Cost</li> <li>• Time</li> <li>• Lack of education/knowledge</li> <li>• Community conditions and attitudes that are conducive to unemployment</li> <li>• Cultural and generational poverty</li> <li>• Acceptance/Apathy about joblessness</li> <li>• Transportation issues</li> <li>• Travel distances</li> <li>• Conflicting views about employment opportunities</li> <li>• Lack of infrastructure</li> <li>• Lack of publically available land</li> </ul>

<b>ISSUE – Priority #3</b>	<b>Substance Abuse</b>
<p><b>Goal:</b> Reduce the prevalence of substance abuse throughout the population through improved education, prevention, treatment, community conditions and programs</p>	<p><b>Outcome Objectives/Indicators:</b></p> <ul style="list-style-type: none"> <li>• Decrease the number of individuals abusing drugs and alcohol</li> <li>• Decrease the number of young adults experimenting with drugs and alcohol</li> <li>• Increase substance abuse education and programs at an earlier age</li> <li>• Create alternative activities and choices to drinking, gambling and using drugs</li> <li>• Change the drug and alcohol coping mechanism behavior currently in place and the norm in the county</li> <li>• Change community conditions that are conducive to alcohol and drug abuse</li> </ul>
<p><b>Risk Factor:</b></p> <ul style="list-style-type: none"> <li>• Easy access to drugs and alcohol</li> <li>• Lack of education</li> <li>• High incidence of mental health problems</li> <li>• Disability rates</li> <li>• Lack of activity alternatives</li> <li>• Low income/socio-economics</li> <li>• Interstate 90</li> <li>• Transient populations</li> <li>• Lack of coping mechanisms</li> </ul>	<p><b>Impact Objectives:</b></p> <ul style="list-style-type: none"> <li>• Decrease the number of alcohol outlets per capita</li> <li>• Increase the number of community/youth groups focused on alcohol and drug prevention, intervention, treatment and education</li> <li>• Increase the number of families engaging in pro-social activities</li> <li>• Decrease the number of health care providers willing to prescribe pain medications that are often abused</li> <li>• Increase education and understanding of implications of drug and alcohol abuse-health outcomes, income disparity, societal conditions, etc</li> <li>• Create disincentives for drug trafficking/alcohol related citations</li> <li>• Increase public perception regarding youth initiation, involvement and health consequences of drug/alcohol use</li> <li>• Change cultural acceptance, “rite of passage” ideology surrounding drug and alcohol use among teens</li> </ul>
<p><b>Direct Contributing Factors:</b></p> <ul style="list-style-type: none"> <li>• Lack of knowledge</li> <li>• Lack of education</li> <li>• Lack of community focus on alcohol/drug abuse</li> </ul>	<p><b>Suggested Intervention Strategies:</b></p> <ul style="list-style-type: none"> <li>• Increase the awareness and knowledge of the detriments of alcohol and drug use/abuse, for all County residents throughout the lifespan with an emphasis on youth</li> <li>• Improve community conditions to make alcohol and drug abuse</li> </ul>

<ul style="list-style-type: none"> <li>• Lifestyle of “party behavior”</li> <li>• Community conditions of Substance centered activities</li> <li>• Easy access to alcohol and drugs</li> <li>• High rates of unemployment</li> <li>• High disability rates</li> <li>• Community conditions that support and encourage the use of alcohol and drugs</li> </ul> <p><b>Indirect Contributing Factors:</b></p> <ul style="list-style-type: none"> <li>• Low access to alternative entertainment/activities</li> <li>• Transient population</li> <li>• Community conditions accepting of “individual rights/behaviors”</li> <li>• High rates of mental health issues</li> <li>• Generational abuse patterns</li> <li>• High Chronic illness and disability rate</li> </ul>	<p>unacceptable</p> <ul style="list-style-type: none"> <li>• Develop/advocate for a monitoring system for individuals who are receiving unemployment, disability or other public assistance to ensure there is no alcohol/drug abuse</li> <li>• Advocate for expanded education, prevention and treatment programs to curb, rehabilitate and shift behaviors</li> <li>• Increase knowledge and skills among groups to develop coping mechanisms that are healthy alternatives to drug and alcohol use</li> <li>• Advocate for lower prescription rates of commonly abused drugs</li> <li>• Increase awareness of sources of credible agencies that have data to support program goals</li> <li>• Advocate for incentive based programs that encourage children, teens and young adults to remain drug and alcohol free</li> <li>• Increase awareness of programs that develop healthy coping behaviors early in lifespan</li> </ul>
<p><b>Resources Available:</b></p> <ul style="list-style-type: none"> <li>• Schools</li> <li>• Hospitals, Health Department, Health care professionals</li> <li>• City, County, State Government programs</li> <li>• Evidence based prevention, incentive and treatment programs</li> <li>• Existing substance abuse education and prevention groups</li> <li>• Centralized data collection availability relating to drug and alcohol statistics</li> </ul>	<p><b>Barriers:</b></p> <ul style="list-style-type: none"> <li>• Cost</li> <li>• Time</li> <li>• Lack of education/knowledge</li> <li>• Community conditions and attitudes that are conducive to drug and alcohol abuse</li> <li>• Cultural and generational coping behaviors</li> <li>• Cultural and generational substance abuse problems</li> <li>• Acceptance/Apathy about abuse</li> <li>• Community conditions that expect teens and young adults to use</li> <li>• Conflicting definitions of abuse</li> <li>• Ideologies that are “stuck” in the traditional approaches to substance</li> </ul>

<ul style="list-style-type: none"> <li>• Prevention Specialists</li> <li>• Prevention and Block Grant</li> <li>• Internet access</li> </ul>	<ul style="list-style-type: none"> <li>• abuse</li> <li>• Lack of protective factors that contribute to healthy behavior</li> </ul>
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**WHO WE ARE:** The Mineral County Healthy County Coalition (MCHCC) is committed to making a positive difference regarding the health concerns of the residents of Mineral County. The MCHCC is currently engaged in a community-wide strategic planning process created to improve community health by prioritizing public health issues and identifying resources to address health and quality of life. The quality of life of our citizens directly impacts our community’s vigor, vitality and growth.

The MCHCC consists of representatives from a broad cross-section of Mineral County service providers, as well as a number of active community members. Without their commitment and dedication to the process, this project could not have been started. We are pleased to present the results of the recent Community Health Assessment, as well as this resulting Community Health Improvement Plan (CHIP) to county residents, community organizations and civic groups. This has been the result of a two-year process which has culminated in the Coalition’s decision to target the broadest areas of need to have the most impact for the Mineral County community. The County Health Coalition consists of members representing a broad spectrum of the community and subscribe to a broad definition of health.

For more information about the community health improvement plan, contact Mineral County Health Department at 406.822-3564.



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